

Automotive News

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Tough 15 months ahead

Recession is coming, Iacocca warns

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca said the company anticipates at least one assembly plant closing, product delays and limited white-collar layoffs because the U.S. auto industry is heading for a "tough" 15 months.

In an interview, he also said that Chrysler will sell only profitable vehicle lines and will not buy market share because such a strategy is "uneconomic" and leads to a "profit-margin recession."

"We will accept profitable share," Iacocca said. "If all cars are not profitable, we are not going to just build them for the hell of it."

Chrysler already is battling to hold share. Its U.S. car and light-truck share fell from 14.3 percent in the 1988 model year to 13.7 percent in the 1989 model year.

Iacocca said Chrysler is studying the closing of at least one plant because of production overcapacity in the U.S. market. Chrysler in 1988 closed its Kenosha, Wis., assembly plant, idling 5,500 workers.

"I've been saying for five years — and I've got to be right one year — that the recession

is coming," Iacocca said. "I think we are going to have a downer. If I had to pick a year, I'd pick 1990 as more than a transition year. It is going to be a difficult year."

Iacocca said that during a visit to Washington last week, he planned to lay out the difficulties facing the industry.

"They don't know that there is a war on," he said. "They don't have the foggiest idea. If I take all of the GM and Ford plant closings and all of ours for six months, I can show the masking and camouflaging through job banks and unemployment how difficult it is. Am I saying the worst is yet to come? I don't think we've bottomed out yet. That is what I am saying."

Iacocca did not specify when the anticipated wave of plant closings in the United States will strike Chrysler. The company is holding meetings to consider which plants might be vulnerable for closure and the timing of the closings, he said.

"We definitely will have to close more than we have closed to date — which is a 100-year-old plant called Kenosha," Iacocca said. "There is a plant or two that probably will be closed."

see IACOCCA, page 41



AUTOMOTIVE NEWS/JOHN WILSON

Lee Iacocca said he considered buying Chrysler in a leveraged buyout. Details on Page 41.

Palmer group builds top dealer empire

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

The Arnold Palmer Automotive Group is expected to complete additional dealership acquisitions this week, making Palmer the largest dealer organization in the United States with annual revenue of \$1.3 billion and 100,000 new-unit sales.

The Palmer organization already has dealerships in Pennsylvania, North Carolina and South Carolina.

James O'Neal Jr., group president and partner of longtime professional golfer Arnold Palmer, confirmed last week that the group has acquired Gowen Oldsmobile-Jeep-Eagle in Charlotte, N.C.

O'Neal also confirmed that Palmer's holding company, APAG Holdings, has agreed to acquire the Coggins O'Steen chain, with 10 dealerships in Florida and Kentucky, and has agreed to acquire Jordan Volkswagen-Daihatsu, also in Charlotte.



Arnold Palmer, left, and partner James O'Neal Jr.

O'Neal Friday declined to confirm or deny reports that APAG Holdings also will acquire the Don Massey group, with dealerships in Michigan and Colorado, and the Brown group with dealerships in Florida.

"We are involved in talks with other groups, and I really can't comment at this time," O'Neal said.

He confirmed that APAG Holdings is talking to several "Wall Street institutions" about private financing for the conglomerate. "We are not talking about public financing," O'Neal said.

PROFITS SKID

Big 3 U.S. auto operations in the red

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The automotive industry has dodged and weaved speculation of an inevitable downturn for years, flaunting robust earnings at doomsayers every quarter.

But its fortunes may have taken a turn for the worse. Last week General Motors and Ford Motor Co. reported huge declines in third-quarter profits, largely due to losses on their U.S. car and truck operations.

And though Chrysler Corp. showed a hefty earnings increase over the third quarter of 1988, it

had to sell nearly 44.5 percent of its stock in Mitsubishi Motors Corp. to do it.

Earnings from overseas operations and subsidiaries appeared to be the Big 3's salvation in the third quarter, while profits at home were ailing.

Ford Motor Co. lost \$37 million in its U.S. automotive operations, down from a profit of \$341 million last year. The last time Ford reported a loss at home was in the fourth quarter of 1982.

And Chrysler lost an estimated \$54 million in its North American automotive operations.

see PROFITS, page 46

After 5 generations, family will drop its GM dealership

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

One of General Motors' oldest dealerships will be sold this week after five generations of family ownership. The family says it doesn't want to battle with the automaker any longer.

The sale of Carpenter Chevrolet of Durham, N.C. — a GM dealership since 1915 — to another North Carolina family will be finalized this week.

Marcus G. Carpenter Jr., president and fourth-generation owner, said he decided to sell after GM threatened to cancel his franchise under the automaker's con-

versal Dealer Improvement Program.

Carpenter said in May 1988, he received a letter from GM stating the franchise would be terminated if the dealership didn't sell 2,000 vehicles a year. It sells just over half that amount.

Carpenter said Chevrolet continually raised the dealership's sales target to an unrealistic level, not taking into consideration the strong recent competition in the area.

In the past two to three years, Carpenter said, strong dealers have purchased Chevrolet stores in the area, made multi-

see CARPENTER, page 46



DAVID LADD

Unveillings in Tokyo

Subaru's 12-cylinder Jiotto Caspita, scheduled for production in 1991, was among the high-tech, high-performance cars unveiled at the Tokyo auto show. See Page 42 for details.

Poling, Sarni to open 1990 World Congress

Ford Motor Co. Vice Chairman Harold Poling will deliver the keynote address at the 1990 Automotive News World Congress, which will be held Jan. 7-10 at the Westin Hotel in Detroit. PPG Industries Chairman Vincent Sarni also will address the Sunday night opening session.

see CONGRESS, page 46



The Ford 4wd battle:

Chevrolet ads say the Ford Ranger 4x4 loses the pickup race to 4wd 3-10s because Fords should back up briefly when switching back to two-wheel drive. Page 3.



Ford readies campaign to get Chevy to back down on pickup ads, above

Ford calls Chevy ads unfair and threatens to get even

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Chevrolet is misrepresenting Ford trucks in a new round of television spots, according to Ford Division General Manager Thomas Wagner, and Ford is threatening to get even unless Chevrolet stops.

Wagner said Ford is preparing story boards for its version of a competitive campaign comparing its products to Chevrolet's. Ford, which has said that it would not get into a mud-slinging contest with Chevrolet on advertising,

threatens to release the campaign if Chevrolet continues to misrepresent Ford products in the comparison ads.

Ford Motor Co. and General Motors lawyers have been meeting for a month because of two Chevrolet spots that compare the two divisions' trucks. In one spot, a four-wheel-drive Chevrolet S-10 pickup and a Ford Ranger 4x4 are compared on 4x4 conveniences. In the other, the all-wheel-drive Chevrolet Astro is compared to two-wheel-drive versions of the

see FORD, page 43

Electrically heated catalyst tested

Could do better job on HC and CO, EPA says; makers cautious

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Electrically heated catalysts that get hotter faster than standard catalysts could be the answer for stricter vehicle emissions standards, according to the EPA.

Tests at the EPA's emissions lab in Ann Arbor, Mich., indicate that an electrically heated catalyst could reduce hydrocarbon and carbon monoxide pollutants from gasoline-powered vehicles more than 50 percent better than current catalysts. And in methanol-powered cars, tests show the virtual elimination of formaldehyde pollutants.

But automakers and their catalyst suppliers are hesitant to call those unproven catalysts cure-alls for emissions requirements.

One industry source said the new catalysts could cost twice as much — or even the same — as current catalysts, depending on where emissions regulations go and how well the systems are optimized for specific model applications.

And although EPA tests indicated significant CO and HC cleanup, higher levels (still within current federal standards) of nitrogen oxide pollutants were measured.

Research efforts at the Big 3, Toyota and Nissan will focus on problems associated with the enormous power draw of a resistively heated catalyst, length of time for catalyst warmup, unit durability and cost.

Camet Co., a W.R. Grace & Co. affiliate based in Hiram, Ohio, has already submitted samples of its electrically heated catalyst to the EPA.

"We're playing ball with the EPA," said Richard Cornelison, Camet president. "And so far, it's worked out pretty well."

Cornelison said the device can reduce gasoline engine hydrocarbons as much as 50 percent when measured over the entire driving cycle of a gasoline engine, compared with existing 3-way catalyst systems.

Harendra S. Gandhi, manager of Ford Motor Co.'s chemical engineering department, said Ford had mixed test results.

"It's very early, and there are no clear-cut results," he said. "People know that their biggest advantage is during cold-start. But they must warm up. And then you have a diesel glow-plug waiting problem."

Chrysler Motors is also in the early stages of a research program on electrically heated catalyst technology.

"The first problem is they're going to be expensive," said Mike Brady, supervisor of catalyst development for Chrysler. "And the data that the EPA generates is from fresh catalysts. I worry about 50,000-mile durability."

General Motors' advanced engineering staff has been examining electrically heated catalyst technology since "late spring." Re-

search technicians are testing three different units, according to David Singer, a master technician in advanced product engineering. GM's electrically heated catalyst efforts are focused on "energy requirements" and fuel efficiency.

"One of the things that could make this attractive would be some gains in packaging and durability," said Singer. "But the size of the catalyst will mostly depend on where emissions standards wind up."

Energy used to heat the catalyst would have to be replaced, said Singer, explaining the company's fuel-efficiency concern. Replacing the additional battery draw will mean driving the alternator, and thus the engine, harder.

Karl Hellman, chief of control technology and applications at the EPA's Ann Arbor emissions lab, said catalyst makers are walking a tightrope.

"On the one hand, they like us to conduct the tests on their units because we do real FTP (federal test procedure) emission tests on their concepts," Hellman said.

"Of course, there's a risk. If it stinks, we say so. And automakers don't like their suppliers stealing their thunder or suggesting possibly more expensive and complicated emissions controls to the EPA. There's a whole breaking ranks thing."

see CATALYSTS, page 43

Chicago suburb divided over truck ordinance

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Like police officers everywhere, those in tiny Flossmoor, Ill., warily patrol neighborhood streets at night protecting homeowners from evil denizens of the underworld.

But in this Chicago suburb, they also protect the 8,200 citizens from a different kind of scowflaw — the pickup truck owner.

For more than two decades, the community has had an ordinance essentially banning ownership of pickup trucks in the village.

Until May of this year, residents owning a pickup truck had to park

it outside the village limits at night, or face parking tickets and fines from local police.

Then Jim Minx, a state law enforcement officer, moved into town bringing his 1984 black Mazda pickup truck with him. He was ticketed several times for parking it in his driveway overnight.

"Village officials told me I couldn't park my pickup truck anywhere in town," he said.

"I couldn't park it in my driveway or even my garage. They said it would ruin the aesthetic beauty of Flossmoor."

He complained at village board meetings and even organized a ci-

zens' group to protest the ordinance. It divided the sleepy village of Flossmoor at board meetings and in the local press where residents on both sides waged fierce letter-writing campaigns.

Finally, trustees amended the ordinance in May. Now pickup truck owners can hide their vehicles in the garage overnight without being ticketed.

But that isn't enough for Minx, who says some truck owners do not have garages and still face \$10 parking fines handed out by police.

He is suing the village in U.S. District court in Chicago to have the whole ordinance overturned as

unconstitutional.

"Village officials say pickup trucks denote blue-collar citizens," he says. "Pickup trucks have come a long way from just being used in the trades."

On the other side of the controversy stands Richard Rosenthal, a Flossmoor resident since 1957 and a commercial real estate agent. He staunchly defends the ordinance.

Rosenthal concedes pickup trucks have a different image today than 20 years ago.

But he said when the ordinance was adopted, the community felt the use and appearance of pickup

see CRIME, page 43



Refusing to part with his pickup, Jim Minx is left to count tickets.

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Advertising Production Department (313) 446-6063
Circulation Department (313) 446-6063
In Michigan (313) 446-0480
Outside Michigan (1-800-992-9970)
Classified Ad Department (313) 446-6065
Display Ad Department (313) 446-6030
Editorial & Business Offices (313) 446-6000

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Mitsubishi shifts sales emphasis to higher volume

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

CYPRESS, Calif. — Mitsubishi Motor Sales of America's focus on core products in 1990 advertising is part of a long-range marketing strategy aimed at higher volume models by 1992.

Mitsubishi's spate of introductions will continue with four all-new models and a high-performance variant of the Galant in the next 24 months.

But while two cars will be repositioned in their segments, Mitsubishi will not expand into additional segments and "may begin to trim its garden," said Richard Recchia, executive vice president of general operations.

Mitsubishi is shifting its product strategy away from niches to higher volume, mainstream vehicles as the company increases dependence on U.S. production. The move is similar to changes Toyota and Nissan executives revealed earlier this fall.

Replacement models start arriving next fall with emphasis on performance, Recchia said.

Starion will be replaced by the 1991 3000 GT next fall, a \$25,000-\$31,000 range sports-touring car with all-wheel drive, four-wheel steering and four-wheel independent suspension in a 2+2 layout.

A prototype of the car, known as HSX, was at the Tokyo auto show last week.

The car will be powered by a twin-turbo, 24-valve 3-liter V-6 producing about 300 horsepower. Bigger and wider than the aging Starion, the 3000 GT is a touring car with a ride tuned for comfort, Recchia said.

A high-performance VR-4 Galant variant "with an engine we've never sold before" also is coming. The engine is believed to be a V-6 that will later show up in the 1992 Sigma.

The next-generation Sigma will arrive in the spring of 1991 as a 1992 model. It will represent a significant move upscale into a range Recchia described as "Toyota Cressida to the lower end of Lexus" in size and price. It will be much more oriented to U.S. market requirements than the current model.

It will debut with a V-6 producing about 160 to 170 hp in the base model and 200 hp or more in top trim. Recchia called rumors that it eventually would get Mitsubishi's first V-8 engine "good speculation." He added, "it all depends on how well it sells."

Also scheduled for the spring of 1991 is a tall wagon to replace the van. It will be front-drive and based on a passenger-car platform. It will

be similar to, but larger than, Nissan's Axxess.

The new-generation four-door Montero sport-utility will debut in the fall of 1991. A two-door version is unlikely unless there is a change in U.S. import taxes, which subject two-door sport-utilities to a 25 percent duty.

Mitsubishi advertising this fall has evolutionary changes, but retains the "Mitsubishi. Suddenly the obviously choice" theme.

National advertising funds are increased "in line with (Mitsubishi's) sales goals of 200,000 vehicles in 1990," Recchia said. He expects 1990 calendar year car and truck sales to total 180,000, compared with 113,791 in 1988.

Recchia is hoping for a 1992 volume of 300,000 vehicles, with 500 to 600 dealers in operation. By year's end, Mitsubishi expects to have added more than 100 dealers, bringing the total count to 400.

If national advertising is proportional to projected volume, the 1990 budget would near \$100 million. Only eight automakers — four Japanese — passed the \$100 million level in 1988.

National and local advertising will tout core vehicles — Mirage, Eclipse, Galant, pickups and the Montero. Sigma, Starion, van and the Korean-built Precis will get very little advertising support in 1990.

Ford revamps Asia-Pacific unit with Booker as chief

By Timothy J. Dunne
SPECIAL CORRESPONDENT

Citing enormous growth potential for the auto industry in the Far East, Ford Motor Co. last week announced that it has established an organization to coordinate its activities in Asia and will place an officer in Japan for the first time.



Booker

The new organization, known as Ford Asia-Pacific for now, will begin operations Nov. 1. It will coordinate the Northern Pacific business development group based in Dearborn,

Mich., and the Asia-Pacific organization based in Melbourne, Australia. Ford Asia-Pacific will coordinate operations of Ford subsidiaries in Japan, Australia, Taiwan and New Zealand.

Ford Chairman Donald E. Petersen made the announcement during a news conference in Tokyo. He cited anticipated growth in the region as the reason for the restructuring.

"Sixty percent of the automotive growth during the next 20 years is expected to be in markets where Ford has little or no manufacturing presence today. These markets include many nations in Asia," Petersen said.

W. Wayne Booker will head the Tokyo-based Ford Asia-Pacific op-

erations. He has been elected a vice president of the company. Booker succeeds Mervyn H. Manning, president of the former Melbourne-based Ford Asia-Pacific organization, who will stay on to assist Booker in setting up the new organization.

Booker has been executive director of Ford's Latin American automotive operations since 1988.

Booker's responsibilities include coordinating the activities of Ford subsidiaries in Australia, New Zealand and Taiwan as well as Northern Pacific business development, which is responsible for Ford's relationships with Mazda in Japan and Kia in South Korea and other business activities in the Far East.

Ford exports the Ford Taurus and Probe and Lincoln Continental to Japan.

In calendar 1988, Ford shipped 7,460 North American-built vehicles to Japan, including 6,500 Probes and 33 trucks, a Ford spokesman said.

Ford was the leading exporter of North American-built vehicles to Japan last year, he said.

In 1987, Ford sent 1,106 cars to Japan.

Ford owns 25 percent of Mazda Motor Corp. in Japan. Mazda Motor Manufacturing (U.S.A.) Corp. builds the Ford Probe at its Flat Rock, Mich., plant.

The 1991 Ford Escort and Mercury Tracer will be built on the Mazda 323 platform.

DOMESTIC SALES

	CARS	
	Oct. 11-20, 1989	Oct. 11-20, 1988
Eagle	1,058	1,564
Chrysler	4,550	6,122
Dodge	10,350	13,208
Plymouth	6,378	8,375
Chrysler Motors	22,336	29,269
Ford	32,965	41,102
Mercury	9,433	12,524
Lincoln	4,597	5,987
Ford Motor	46,995	59,613
Buick	11,092	15,450
Cadillac	6,284	8,845
Chevrolet	27,474	30,482
Oldsmobile	10,286	19,100
Pontiac	14,844	19,209
General Motors	69,980	93,086
Honda	8,355	9,729
Mazda	608	913
Mitsubishi	1,297	—
Nissan	3,036	2,040
Toyota	6,256	1,546
U.S. Car Total	158,863	196,196
	TRUCKS	
	Oct. 11-20, 1989	Oct. 11-20, 1988
Chrysler	92	0
Dodge	12,918	14,097
Jeep	5,963	8,121
Plymouth	3,952	5,577
Chrysler Motors	22,925	27,795
Ford Motor Co.	31,143	41,097
Chevrolet	29,491	41,059
GMC	8,075	10,075
General Motors	37,566	51,134
Nissan	2,615	2,442
U.S. Truck Total	94,249	122,468
U.S. Car-Truck Total	253,112	318,664

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Sales plunge 20%; cars, trucks slide

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Sales of U.S.-built cars and light trucks dropped 20.57 percent in mid-October because of payback from incentive-driven sales in August and September.

Two transplants were the only makers to report increases. Nissan scored gains in car and truck sales due to incentives and fleet deliveries; Toyota sold four times as many cars as in the year-ago period — before its Kentucky plant opened.

Market wariness hurt Oct. 11-20 car sales, according to an Illinois Buick dealer. A Florida light-truck sales manager said customers are waiting for more impressive incentives.

In mid-October, 253,112 domestic cars and light trucks were sold, down 20.57 percent from last year. Both periods had nine selling days.

General Motors' combined car and light-truck sales plummeted 28.90 percent. Ford Motor Co. sold 22.41 percent fewer vehicles than last year, and Chrysler Motors' domestic-vehicle deliveries fell 20.68 percent.

Following an early October downturn, the eight U.S. car-makers reported mid-month sales of 158,863 units, a 19.03 percent decline from last year.

Mazda sold 33.41 percent fewer MX-6s in mid-October and Honda's U.S.-built car sales dropped 14.12 percent below last year's total.

Each of the Big 3 sold fewer cars in the Oct. 11-20 span.

GM was down 24.82 percent with all five divisions reporting losses.

Ford delivered 21.17 percent fewer cars than in 1988, and Chrysler sold 23.69 percent fewer.

Nissan was the only light-truck maker to report an increase; sales rose 7.08 percent.

Chrysler's light-truck sales fell 17.52 percent. Ford's were off 24.22 percent, and GM reported a 26.53 percent decline from a year ago.

OPINION

Merkur death marks another failure for Big 3 captive imports

It has become one of the great fallacies: "I'm from Detroit and I can sell your cars in America."

Ford Motor Co.'s decision to stop importing and selling Scorpions was tough, but it was steeped in reality. It was obvious to everyone that the time had come to pull the plug on the Merkur franchise.

Ford's failure to properly market Merkurs — even with a separate franchise — was just the latest example of the inability of the Big 3 to successfully sell captive imports in their dealerships.

Recent automotive history — dating from the 1950s — is cluttered with failed captive import efforts. At Ford, the body count includes the English Ford Anglia, Pantera from Italy, Toyo Kogyo-built Courier from Japan, Fiesta from Spain, Taunus and Capri — plus Scorpio and XR4Ti — from Germany.

Ford is by no means alone. The General Motors list of defunct captive import ventures includes Vauxhall from England, Isuzu-built LUV from Japan, Opels from Germany and Japan.

The Chrysler fatality list includes Chrysler Simca from France, Sunbeam Imp and Sunbeam Tiger from Rootes Motors in England and Crickets from Britain.

Currently, Ford sells the Ford Festiva from Korea and Mercury Tracer from Mexico, while GM sells Pontiac LeMans from Korea and Geo from Japan, and Chrysler sells Plymouth and Dodge Colts from Japan plus Chrysler's TC by Maserati from Italy. Chrysler is also scheduled to get a Hyundai soon.

Chrysler's Mitsubishi-built Colts seem to be the most established of the remaining captives. LeMans, Festiva and Tracer are less than overwhelming successes, and Chevrolet has yet to convey exactly what a Geo is — short of implied claims that it is a latter day Honda or Toyota.

It is true that every captive import sale in a Big 3 showroom means revenue for the dealer and the factory. But it certainly is not clear that captive import sales represent incremental business; some captive import sales undoubtedly are conquests, but many seem to simply transfer sales from domestic models to captive models on the same showroom floor.

After the Merkur debacle, it should be painfully clear that a Big 3 showroom is not the ideal place to sell an import, because import buyers don't shop there.

Perhaps after three decades of repeated failures, the Big 3 should reassess the situation.



Tokyo: an interesting place for a show

Just about everyone who is involved with building, designing or selling automobiles — in fact, just about everyone who has anything to do with cars — should show up sooner or later at the Tokyo Motor Show.

To understand Japanese cars and the Japanese, we should see Japan and the show every now and again and see how the system and the culture really work. Putting it simply, it is mind-boggling.

People who have a frame of reference for motor shows around the world realize just how awesome the Tokyo Motor Show is. The Japanese producers display more show cars, concept cars and new products than can be believed.

If you have any doubt about the resolve of the Japanese to be not just a player but the biggest player in the automobile business, then a week in Japan during the auto show will relieve you of that doubt. They are good, and they continue to get better.

A few years ago, I said that the competition with the Japanese auto companies is like the India-



napolis 500. All the Japanese are bunched together on the back straight, and the rest of the world is bunched together on the front straight. The Japanese are going like crazy trying to catch up with the rest of the world — they don't realize that they are a half lap ahead.

The race is considerably closer today than it was a few years ago. But anyone who believes that the Japanese are slowing down so the rest of the world can catch up is sadly mistaken. They continue to

innovate, and their execution of new products is nearly perfect. They continue to rewrite the rules on management style. And the product development time continues to shrink.

And yet with all the strengths the Japanese enjoy, there is a growing discontent with their own lifestyle. A week in Tokyo gives the visitor some small concept of the challenges that lie ahead.

The cost of living in Japan is still one of the highest in the world. As the executive moves up the ladder, it grows increasingly difficult to enjoy that increased income. The cost of living hits the visitor right away: The cab from the airport sets you back about \$150.

I have a friend who went down to have breakfast in one of the downtown hotels. When he saw how much breakfast was going to cost, he decided to buy a watch instead.

But save your money and plan to come to the Tokyo show one of these days. You may or may not like what you see, but you will be a lot wiser for being there.

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Keith E. Crain, Publisher and Editorial Director

Peter Brown, Editor

EDITORIAL

DETROIT: 1400 Woodbridge Ave., Detroit, MI 48207

(313) 446-6000

Cable: TWX 810-221-5122 AUTNEW DET.

Al Fleming, Industry Editor

John K. Tashen Jr., Senior Editor

Edward Lapham, Managing Editor

Richard Frost, International Editor

William R. Dism, Assistant Managing Editor

Mary Beth Vander Schaaf, News Editor

David Vercell, National Editor

Edward Felsky, Assistant Industry Editor

Rick Kranz, Chief Editor, Copy Desk

Edmund Fitzgerald, Christie James, Marvin

Sailer, Copy Editors

Joseph J. Weln, Trucks and Recreational

Vehicles

Arlene Sawyers, Marketing

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Francis J. Grawinski, Service

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Michelle Krebs, Dutch Mandel, Philly Worth,

Roger Rowland, Charles M. Thomas, Reporters

Joe Wilkerson, Photographer

Grace Wilson, Library Manager

Carmon Herrmann, Library Clerk

Irene Chase, Office Manager

Karen Dolkowski, Timothy J. Dunne, Janice

Walcz, Editorial Assistants

LOS ANGELES: 6404 Wilshire Blvd., Los

Angeles, CA 90048

(213) 651-3710

Jesse Snyder, Bureau Chief

NEW YORK: 220 E. 42nd St., New York,

NY 10017

(212) 210-0100

Jim Henry, Reporter

WASHINGTON: 814 National Press Building,

Washington, DC 20045

(202) 662-7200

Arthur Flax, Bureau Chief

Diana Korylko, Reporter

Helen Kahn, Senior Correspondent

MINN-SOUTH: 104 East Park Drive, Suite 315,

Brentwood, TN 37027

(615) 371-8854

Lindsay Chappell, Bureau Chief

EUROPE: Justmanstrasse 22, Larco-Haus am

Holzhausenpark, 6000 Frankfurt am Main 1,

West Germany

(49) 69-59-59-70

Richard Johnson, European Editor

STAFF CORRESPONDENTS:

Jean-Jacques Renaux, Belgium

Luisa Ciferri, Italy

Daniel Ward, United Kingdom

ADAMS: 7-1 Yuraku-Cho 1-Chome, Chiyoda-Ku,

Tokyo 150

(81) 3-211-3161

Kimmy Ann Maskary, Bureau Chief

STAFF CORRESPONDENTS:

Stephen Vines, Hong Kong

Olga Gadacz, South Korea

NEW WORLD: Staff correspondents:

Rik Turner, Brazil

Stephen Dowser, Mexico

Alex Law, Canada

ADVERTISING

DETROIT: 1400 Woodbridge Ave., Detroit,

MI 48207

(313) 446-6000

Cable: TWX 810-221-5122 AUTNEW DET

W. Reid MacGillivray, Vice President, Director

of Marketing

Ed Fisher, Assistant Advertising Sales Manager

Michael J. Bradley, Tony Mergl, Sales

Representatives

Michelin Mirer, Sales Promotion Manager

Morie Hingel, Classified Advertising Manager

LOS ANGELES: 6404 Wilshire Blvd., Los

Angeles, CA 90048

(213) 651-3710

James S. Mills, Advertising Manager

NEW YORK: 220 E. 42nd St., New York,

NY 10017

(212) 210-0100

Howard Bradley, Advertising Manager

Thomas J. Collins, Sales Representative

CHICAGO: 740 Rush St., Chicago, IL 60611

(312) 649-5256

William Gallagher, Advertising Manager

James R. Farnes Jr., Sales Representative

CLEVELAND: 700 W. St. Clair Ave., Suite 310,

Cleveland, OH 44113

(216) 522-1383

Edward J. Neenan, Sales Representative

EUROPE: Paul Dimmock Intergroup

Communications Inc., 286 West Barnes Lane,

Motspur Park, New Malden, Surrey KT3 6LU

USA: Tadashi Mori, Media Sales Japan Inc.,

Tamuracho Building, 3-3-14, Shibashi,

Minato-Ku, Tokyo 105

DETROIT PRODUCTION:

Dina Carver, Production Manager

Larry Williams, Systems Manager

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CIRCULATION DEPARTMENT: Automotive News, 965 E.

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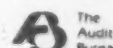
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Auto trade deficit up as exports plunge 42%

WASHINGTON — The U.S. trade deficit for cars and light trucks increased 12.5 percent in July, due to a 42.4 percent drop in the value of exports. The value of imports increased 4.2 percent for the month.

The latest figures from the U.S. Commerce Department show the automotive trade deficit in July was \$3.57 billion, compared with \$3.18 billion in July 1988.

The annualized U.S. automotive trade deficit grew 4.8 percent in July to \$45.54 billion. The deficit for the 12 months ended July 1988 was \$43.44 billion.

The number of cars imported during July declined 2.1 percent from a year ago, falling to 298,396 units with an estimated value of \$3.28 billion. Imports of light trucks increased 15 percent for the month to 66,972 units with an estimated value of \$614.6 million.

The number of cars exported during July fell 61.3 percent from a year ago to 17,587 units with an estimated value of \$230.8 million. Exports of light trucks dropped 24.3 percent to 7,294 units with an estimated value of \$92.95 million.

July's big drop in the value of U.S. exports was reflected in a 66.7 percent decline in the value of car exports to Canada for the month, a 25.2 percent drop in the value of car shipments to Japan and a 14.5 percent drop in the value of car exports to countries labeled "others" by the Commerce Department.

The value of light-truck exports to countries identified as "others" fell 65 percent. The value of light-truck shipments to Canada increased 10.7 percent for the month.

In the 12 months covered in the report, U.S. exports fell 15.2 percent, from an annualized total of 903,352 units as of July 1988 to 766,219 in July 1989.

Imports of cars and light trucks also declined on an annualized basis, but from a much higher base. The number of vehicles im-

ported for the year ended July 1988 was 5.31 million. That number fell to 5.2 million for the year ended July 1989.

Imports of Japanese cars were down 1.6 percent in July, while imports of Japanese light trucks almost doubled, to 37,861.

Imports of cars from Canada were up 8.0 percent, while Canada's truck shipments fell 26.4 percent.

West German car imports dipped 14.1 percent in July, to 15,597 units.

The number of cars shipped from South Korea fell 47.4 percent in July, to 13,640.

Swedish car imports increased 0.4 percent to 9,821 in July. Swedish imports were up 3.4 percent on an annualized basis.

Mexico boosted car shipments to 18,795 during July. Mexico shipped 12.2 percent more cars to the United States in the year ended July 1989 than it did the previous year.

Yugoslavia sent two cars to the United States in July.

Car shipments from the United Kingdom were down 28.8 percent from July a year ago.

Italy has been shipping significantly more cars to the United States. In June, 921 cars were imported, compared with 199 a year ago. In July, 1,006 vehicles were shipped to the United States, compared with 414 in July last year. Italian car imports grew 8.8 percent on an annualized basis.

France shipped 68 cars to this country in July, compared with 2,029 a year ago. French imports were down 34.5 percent on an annualized basis.

Brazilian car shipments were down 4.8 percent to 4,976 units in July, and were down 34.2 percent on a 12-month basis.

Countries classed as "others" sent 2,529 cars to the United States in July, up from 2,338 a year earlier. On an annualized basis, those shipments increased 27.2 percent.

Canada's automotive trade edge over U.S. moves up in first half

OTTAWA — Canada's automotive trade surplus with the United States rose to \$2.8 billion (\$2.4 billion U.S.) during the first six months of 1989, a \$1.4 billion (\$1.2 billion U.S.) increase over the same period last year.

Statistics Canada reported exports of cars, trucks, parts and other motor vehicles to the United States were up only 1 percent, to \$19.4 billion (\$16.6 billion U.S.) between January and June, but imports dropped 7 percent, to \$16.5 billion (\$14.1 billion U.S.).

Exports of cars from Canada to the United States dropped to \$8.2

billion (\$7 billion U.S.) this year, but truck exports rose to \$4.1 billion (\$3.5 billion U.S.). Parts exports went up to \$6.7 billion (\$5.73 billion U.S.).

The United States was the source of 65 percent of all cars imported by Canada, while Japan contributed 27.7 percent and West Germany 1.7 percent.

Adding in its business with other countries, Canada's balance of automotive trade dropped to a surplus of \$1.5 billion (\$1.28 billion U.S.), down from \$2.7 billion (\$2.31 billion U.S.) in the first half of 1988.

Hughes buys electro-optics unit

LOS ANGELES — Hughes Aircraft and Perkin-Elmer Corp. have signed an agreement whereby Hughes will purchase Perkin-Elmer's electro-optics technology division.

Hughes, a subsidiary of General Motors, designs and produces electro-optical sensors, laser systems and associated data processing systems used by the military. The

electro-optics technology division is a provider of electro-optical systems used in science and the military.

The division built the optical telescope assembly and fine guidance system for NASA's Hubble Space Telescope, scheduled for launch aboard the space shuttle in 1990.

Terms of the agreement were not disclosed.

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	July 1988	July 1989	Aug. 1987-July 1988	Aug. 1988-July 1989
Japan	Export	1,558	787	11,317	21,511
	Import	169,714	166,916	2,215,831	2,153,084
Canada	Export	32,931	7,926	591,542	437,534
	Import	58,937	63,630	1,094,652	1,140,034
West Germany	Import	18,147	15,597	283,695	251,224
South Korea	Import	25,949	13,640	427,933	387,309
Sweden	Import	9,783	9,821	109,221	112,958
Mexico	Import	10,141	18,795	145,103	162,856
Yugoslavia	Import	1	2	41,575	6,862
United Kingdom	Import	1,990	1,416	40,054	28,790
Italy	Import	414	1,006	7,133	7,760
France	Import	2,029	68	15,578	10,199
Brazil	Import	5,226	4,976	69,870	45,960
Others	Export	10,952	8,874	107,095	144,026
	Import	2,388	2,529	19,225	24,463
Car total	Export	45,441	17,587	709,954	603,071
	Import	304,719	298,396	4,469,870	4,331,499
TRADE BALANCE		(259,278)	(280,809)	(3,759,916)	(3,728,428)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	7,001	6,427	167,399	140,442
	Import	38,880	28,621	253,868	386,647
Japan	Import	19,340	37,861	583,725	481,785
Mexico	Import	3	415	1,160	423
Others	Export	2,635	867	26,000	22,707
	Import	2	75	1,725	1,596
Truck total	Export	9,637	7,294	193,398	163,148
	Import	58,225	66,972	840,478	870,431
Trade balance		(48,588)	(59,678)	(647,080)	(707,283)
Car and truck total	Export	55,078	24,881	903,352	766,219
	Import	362,944	365,368	5,310,348	5,201,930
TRADE BALANCE		(307,866)	(340,487)	(4,406,996)	(4,435,711)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x \$1,000)

Passenger cars

Country	Trade	July 1988	July 1989	Aug. 1987-July 1988	Aug. 1988-July 1989
Japan	Export	\$ 16,928	\$ 12,666	\$ 146,549	\$ 292,012
	Import	1,618,138	1,642,808	20,204,554	20,608,045
Canada	Export	301,090	100,171	6,092,479	4,901,130
	Import	670,142	682,370	12,184,178	12,769,594
West Germany	Import	446,692	405,042	7,083,424	5,828,455
South Korea	Import	138,950	88,671	2,270,217	2,229,915
Sweden	Import	151,604	155,233	1,673,219	1,810,095
Mexico	Import	86,219	155,264	1,248,224	1,411,292
Yugoslavia	Import	7	10	109,219	17,903
United Kingdom	Import	58,154	51,343	1,077,055	941,951
Italy	Import	10,166	30,664	166,013	217,388
France	Import	21,193	797	167,080	117,438
Brazil	Import	30,931	30,518	380,363	275,255
Others	Export	137,956	117,979	1,392,188	1,844,446
	Import	35,293	39,312	304,124	380,107
Car total	Export	455,974	230,816	7,631,215	7,037,588
	Import	3,267,488	3,282,032	46,867,680	46,606,440
Trade balance		(2,811,514)	(3,051,216)	(39,236,465)	(39,568,852)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	\$ 73,802	\$ 81,686	\$ 1,680,770	\$ 1,547,980
	Import	229,410	388,187	2,773,186	4,677,248
Japan	Import	228,884	217,120	3,285,881	3,034,703
Mexico	Import	1,457	4,809	14,815	10,766
Others	Export	32,299	11,292	328,364	277,091
	Import	11,935	4,453	143,578	72,188
Truck total	Export	106,101	92,948	2,009,314	1,825,051
	Import	471,685	614,569	6,217,459	7,794,907
Trade balance		(365,584)	(521,621)	(4,208,145)	(5,969,856)
Car and truck total	Export	562,075	323,764	9,640,529	8,862,639
	Import	3,739,173	3,896,601	53,085,139	54,401,347
VEHICLE TRADE BALANCE		(3,177,098)	(3,572,837)	(43,444,610)	(45,538,708)
TOTAL U.S. Merchandise trade (customs value)	Export	26,612,900	30,735,600	295,247,600	360,766,200
	Import	36,973,500	38,316,900	427,453,200	482,086,200
TRADE BALANCE		(10,360,600)	(7,581,300)	(132,205,600)	(121,319,000)

DURHAM COUNTY "100" CONGRATULATIONS FROM FIVE GENERATIONS OF 1893 CARPENTERS 1981

1893 CARPENTERS 1981

Carpenter's
FOR "TODAY'S" SALES & SERVICE — 5 ACRES OF MODERN FACILITIES

Carpenter ad from 1981 when it marked its 88th year in North Carolina

CARPENTER

FROM PAGE 1

million-dollar investments in the operations — located as close as five miles — and stolen sales from Carpenter Chevrolet.

Chevrolet refused to comment on Carpenter Chevrolet because of its policy not to discuss specific dealerships. The division said only that the market has become very competitive, and some dealers have to decide if they want to stick with the business or move on.

Carpenter, who will retire when the dealership is sold, said he consulted with an attorney and with National Automobile Dealers Association representatives well versed in GM's Dealer Improvement Program. He concluded it wasn't worth the battle because GM could automatically cancel the franchise next year anyway.

GM's franchise agreement with its nearly 10,000 dealers expires next fall. GM can opt not to renew a dealer's franchise at that time.

"We felt there was nothing we could do about it — nothing but sell," said Carpenter. "We decided to sell it while we could still get something out of the business."

GM reactivated the Dealer Improvement Program in 1988 after a steady drop in sales and market share. GM has said only its lowest performing dealers were put into it.

Nevertheless, many dealers have argued the same points with GM that Carpenter did.

They say GM's formula for determining how many vehicles a dealer must sell is baffling and not always fair. It fails, they say, to reflect changing local conditions.

As NADA's GM line group chairman, Dick Smith of Royal Oldsmobile in Charleston, W.Va., had been an outspoken critic of the Dealer Improvement Program. But

he said the pressure he and other dealers put on GM to better implement the program has paid off. He said he hears fewer complaints about it now than a year ago.

"The way they implemented it early on is what I was opposed to," he said. "It looked like a hammer."

At a recent meeting of top representatives of dealer groups, participants agreed that GM now seems to be helping dealers correct their problems rather than threatening them with the loss of their franchise, he said.

Smith said a weeding out of the GM dealer ranks is inevitable. And, when the GM franchise agreement expires a year from now, GM likely won't renew some franchises, and some dealers may opt not to renew.

"GM had nearly 10,000 dealers when they sold 50 percent of the market," he said. "And they still have 10,000 now that they are selling 35 percent."

Meanwhile, Martin L. "Sonny" Hancock Jr. will take over Carpenter Chevrolet, a downtown Durham, N.C., fixture since it opened. His son, Martin L. Hancock III, will be general manager. The dealership will be named Sonny Hancock Chevrolet of Durham.

In 1893, brothers J.E. Carpenter and J.W. Carpenter with their father, Duane Carpenter, formed a partnership to deal in a variety of businesses, including wagons and buggies. In 1910, they began selling cars and trucks. The family became the first Ford and Dodge dealers in Durham, adding the Chevrolet franchise in 1915. Throughout the years, the family sold Reo, Pullman, Oakland, Oldsmobile, Liberty and Elgin vehicles.

The fifth generation Carpenter, M.G. Carpenter III, said he will move on to other business ventures after the sale of the dealership.

PROFITS

FROM PAGE 1

Excluding the one-time, after-tax gain of \$309 million on the sale of 75 million shares of Mitsubishi stock, Chrysler had \$22 million in net earnings; its Chrysler Financial Corp. subsidiary earned \$76 million for the quarter.

"We had a moderate loss on car and truck operations in the third quarter," conceded Robert S. Miller Jr., Chrysler Corp. executive vice president and chief financial officer.

He said the loss was the first since Chrysler's turnaround, following its brush with bankruptcy earlier in the decade.

Analysts speculate that GM lost \$300 million in its North American automotive operations. The automaker is mum on the subject.

"For the first nine months of the year, GM is definitely in the black," said a spokesman.

The decline in third-quarter earnings apparently was kindled by the high cost of incentives.

Miller said Chrysler's average \$1,000-per-vehicle cost for retail and fleet incentives was double the cost of incentives for the third quarter of 1988.

Ford pegged its average per-vehicle incentive cost at \$800 for the quarter, adding that reduced production also was a factor in its earnings dip.

GM denied that its average per-vehicle cost for incentives hovers around \$1,500, a figure suggested by competitors. "That's way out of line," said a GM spokesman. He declined to be more specific.

The auto industry's fourth quarter may turn out to be just as lackluster. Although better than the third quarter, it will be worse than a year ago, say analysts.

"It's clear the economy is slowing down and competition is intensifying," said David McCammon,

vice president finance and treasurer of Ford Motor Co.

Chrysler is even more uncertain about the future. "We don't know where it is going because we are scheduling on a week-by-week basis," Miller said. "We have to play it very short term."

Ford earned \$477 million in the third quarter, down 44 percent from last year's record \$856 million.

Worldwide sales and revenues were \$20.2 billion, down \$139 million from third quarter 1988.

Ford's worldwide automotive operations earned \$287 million in the third quarter, down \$377 million from last year, on sales of \$17 billion. Outside the United States, automotive profits were \$324 million, up \$1 million from a year ago.

The company's U.S. automotive profits for the first nine months of the year were \$1.2 billion, down 36 percent from 1988.

Ford's third-quarter earnings form its financial services group were \$190 million, down from \$193 million for the 1988 period.

Chrysler had third-quarter earnings of \$331 million, compared with \$113 million last year. World-

wide sales and revenues totaled \$7.88 billion each year.

Chrysler Financial Corp. reported third quarter earnings of \$76 million, up 29 percent from \$59 million in 1988.

GM reported a 40 percent decline in profits to \$517 million in the third quarter on sales and revenues of \$28.8 billion, compared to \$859 million on sales and revenues of \$28.2 billion last year.

General Motors Acceptance Corp. had profits of \$234.5 million; down 3 percent from \$241.9 million for the 1988 quarter.

Electronic Data Systems, GM's Dallas-based computer and communications subsidiary, had net profits of \$110.9 million in the third quarter, up 16 percent from \$95.9 million a year ago.

Sales climbed to \$1.37 billion for the third quarter from \$1.22 billion for the third quarter in 1988.

GM Hughes Electronics Corp. earned \$148 million on revenues of \$2.6 billion during the third quarter of 1989, down 18 percent from \$180 million on revenues of \$2.6 billion last year.

Automotive News Staff Reporter Mary Connelly contributed to this report.

BIG 3 RESULTS

(In millions)

	3 rd Quarter			
	1989		1988	
	Sales	Net income	Sales	Net income
Chrysler	6,937	331	7,064	113
Ford	20,242	477	20,381	856
General Motors	28,793	517	28,221	859
TOTAL	55,972	1,325	55,666	1,828

	9 months			
	1989		1988	
	Sales	Net income	Sales	Net income
Chrysler	25,031	1,023	23,378	617
Ford	72,001	3,521	68,534	4,142
General Motors	95,568	3,524	91,211	3,458
TOTAL	192,600	8,068	183,123	8,217

AUCTION

FROM PAGE 2

and employee lease-vehicle volume, said Wayne Snyder, used-vehicle sales and marketing manager.

Toyota's goal is to triple its daily rental fleet sales from 20,000 to 60,000 vehicles in 1990 by using buybacks, Miller said.

Toyota hopes to avoid dealer protests about "subsidized prices" for daily rental fleets by channeling the buybacks to its own dealers, giving them a source of late-model used Toyotas.

Volkswagen, the only European importer involved in buybacks, expects to increase its involvement next year.

"It's a little difficult to forecast volume because we don't have as much control over production as domestics," said Edward A. Ray, remarketing manager for Volkswagen Credit. He said VW daily rental fleet sales increased to 5,500 in 1988 from 2,500 in 1987.

Wholesale used-car auctions have achieved double-digit percentage growth, fueled by manufacturers selling off buybacks and employee lease vehicles and by banks and other lenders selling repossessed leased vehicles.

National Auto Auction Association members sold six million vehicles for more than \$25 billion last year, said Larry Brasher, outgoing president of the association and owner of Brasher Sacramento (Calif.) Auto Auction.

That volume will grow 7-12 percent in 1990, he forecast.

Auction chains are dominated by three companies that own 18 to 24

auctions apiece — General Electric Capital Auto Auctions, Manheim Auctions and Anglo American Auto Auctions. They are starting to compete more directly against independents instead of among themselves.

GE Capital intends to take the initiative among chains in launching a series of new financial products aimed at new-car dealers, said Liese Spiegelberg, vice president of sales and marketing.

GE Capital is testing a floor-planning program for new-car dealers at several auctions. The program is offered through Com-

mercial Automotive Financing, a GE subsidiary.

Plus 10, a GE line of credit that allows dealers up to 10 days to pay for auction purchases, is being expanded for smaller customers.

Auction Plus, a new program that helps small fleet operators place used cars at advantageous auctions, started this month.

National Auto Auction Association officers for 1989-90 are Omar Landis, president; Tofy Wolfe, president-elect; Larry Hedrick, vice president; Ray Clanton Jr., secretary-treasurer; and Brasher, chairman of the board.

CONGRESS

FROM PAGE 1

The 14th Automotive News World Congress will be held in conjunction with the North American International Auto Show and is expected to attract automotive leaders from around the world. Internationally acclaimed automotive experts and executives from both the manufacturing and supplier community will present insights into the 1990s during the

four-day event.

Poling has been one of the chief architects of Ford's turnaround in the 1980s. He became executive vice president of Ford's North American automotive operations in 1980 after serving as president and then chairman of Ford of Europe in the late 1970s. He was Ford Motor president and chief operating officer from 1985 to 1987. As vice chairman, Poling oversees all of Ford's main business groups — automotive, financial services and diversified products.

Sarni was elected chairman of PPG Industries in November 1984. He was vice chairman of the Pittsburgh-based company from January to November of that year.

He joined the company in 1968 as vice president of marketing in the former industrial chemical department.



Car output climbs 2% to 146,971

By Kathy Boyer

AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled production of 146,971 cars last week, 2.42 percent above the prior week but 9.46 percent below the year-ago week.

So far this year, 5,788,528 cars have been assembled, 1.21 percent below last year's total at this point.

Last week's estimated production was split as follows: General Motors, 44.71 percent; Ford Motor Co., 26.82 percent; Chrysler Motors, 11.19 percent; Honda of America Manufacturing, 5.08 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.05 percent; Toyota Motor Manufacturing U.S.A., 2.76 percent; New United Motor Manufacturing Inc., 2.59 percent; Diamond-Star Motors, 2.37 percent; and Nissan Motor Manufacturing Corp. U.S.A., 1.43 percent.

Targeted truck assembly last week totaled 72,360, up 1.84 percent from the previous week but down 19.01 percent from the year-ago week.

Last week, Chrysler idled its St. Louis (No. 1) plant for one month due to lagging sales.

The St. Louis facility builds the Chrysler LeBaron J and Dodge Daytona models and is scheduled to reopen Nov. 20.

Chrysler's Toledo, Ohio, Jeep plant is slated to reopen today, but the Grand Wagoneer line is not scheduled to resume output until Nov. 6.

The plant was closed due to high inventory.

GM's Arlington, Texas, plant is down this week because of high inventory. It will reopen Nov. 6.

GM idled its Detroit truck plant last week because of slow sales. The plant is expected to resume operations Nov. 6.

GM's Linden, N.J., and Fairfax, Va., plants resumed output today. Slow sales forced the company to idle the facilities. The Wilmington, Del., plant remains closed until Nov. 6.

Ford's Kentucky truck plant in Louisville was expected to reopen today. The plant was down because of bulging inventories.

Canadian cars show strength

While U.S. automakers trailed last year's output, Canadian automakers planned to crank out the highest weekly production since mid-1988.

Targeted car output last week was 26,306, the highest for any week since the 27,192 units built the week ended June 11, 1988.

Truck production was scheduled at 20,998 units, 1.87 percent above the prior week but 2.20 percent below the year-ago week.

Year-to-date, 783,722 trucks have been assembled, 2.73 percent more than last year's production at this point.

Chrysler Motors' Bramalea, Ontario, plant resumed output of the Premier last week. The plant was closed for two weeks due to slow sales.

U.S. CAR	Week Ended Oct. 28, 1989	Week Ended Oct. 29, 1988	Week Ended Oct. 21, 1989	Oct. to Date	Jan. 1 to Oct. 28, 1989	Jan. 1 to Oct. 29, 1988
Horizon	1,100	1,524	1,116	4,431	27,337	67,526
Sundance	1,900	2,210	1,926	7,542	85,817	86,073
Reliant	0	2,345	0	0	0	75,156
Acclaim	2,600	307	2,965	11,113	105,672	375
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	244	0	0	0	17,825
Total Plymouth	5,600	6,630	6,007	23,086	218,826	256,220
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	2,634	2,723	5,486	85,779	68,405
LeBaron GTS	0	111	0	0	2,946	7,923
N. Yorker C-Class	850	2,450	861	3,484	68,068	87,882
Fifth Avenue	1,000	958	869	4,785	20,787	26,993
Imperial	500	0	295	1,323	1,535	0
Total Chrysler	2,350	6,153	4,748	15,078	179,115	199,115
Omni	1,200	1,580	1,258	4,948	66,296	66,296
Daytona	0	1,756	1,849	3,696	66,925	64,720
Shadow	2,100	2,145	2,204	8,809	84,113	85,219
Aries	0	2,355	0	0	0	73,534
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,400	2,955	2,837	9,681	109,738	90,573
Lancer	0	297	0	0	1,528	7,524
Spirit	2,800	160	2,595	10,967	92,672	165
Diplomat	0	340	0	0	0	16,143
Total Dodge	8,500	11,588	10,743	38,101	384,135	412,723
CHRYSLER MOTORS	16,450	24,371	21,498	76,265	782,076	868,058
Escort	9,959	9,530	9,250	38,365	291,148	340,702
Mustang	3,727	3,810	3,695	14,710	168,225	168,860
Tempo	3,181	3,869	3,307	12,634	124,797	154,622
Taurus	8,061	7,727	8,103	32,199	300,870	330,336
Thunderbird	2,416	1,051	1,983	4,399	120,288	93,172
Total Ford Div.	27,344	25,987	26,338	102,307	1,005,328	1,087,692
Topaz	1,219	1,681	1,093	4,836	57,561	59,222
Cougar	2,368	1,024	1,766	4,134	102,703	72,562
Sable	2,821	2,728	2,903	11,601	99,949	112,489
Total Mercury	6,408	5,433	5,762	20,571	260,213	244,273
Continental	1,703	1,540	1,412	6,221	53,846	43,003
Mark VII	551	769	465	2,037	17,415	22,592
Lincoln Town Car	3,411	2,312	2,816	12,426	102,778	104,636
Total Lincoln	5,665	4,621	4,693	20,684	174,039	170,231
Total L-M Division	12,073	10,054	10,455	41,255	434,252	414,504
FORD MOTOR CO.	39,417	36,041	36,793	143,562	1,439,580	1,502,196
Skyhawk	0	4,490	0	0	6,913	17,970
Skyline/Somerset	1,920	1,543	1,925	7,687	53,675	42,383
Century	2,390	4,779	0	7,828	106,985	114,092
Riviera	584	639	555	2,241	16,572	8,539
Electra	1,633	2,771	1,640	6,622	66,735	73,114
LeSabre (fwd)	3,705	2,925	3,296	14,151	128,342	113,264
LeSabre (rwd)	218	204	218	906	6,278	8,258
Reatta	199	230	207	819	5,209	8,278
Total Buick	10,649	17,581	7,841	40,254	390,709	385,901
Cimarron	0	0	0	0	0	3,693
Eldorado	653	769	684	2,812	24,836	29,550
Seville	427	577	605	2,119	18,338	19,097
Brougham (rwd)	1,630	923	1,633	6,454	47,242	29,049
Deville (fwd)	3,726	4,460	4,598	16,425	154,129	129,140
Allante	75	75	75	300	2,617	1,684
Total Cadillac	6,511	6,804	7,595	28,110	247,162	212,213
Cavalier	7,850	5,134	8,219	32,332	302,708	302,752
Camaro	1,960	2,667	1,963	7,952	85,325	80,038
Celebrity	0	4,036	0	0	70,720	153,398
Corsica/Beretta	4,640	10,512	4,622	13,608	307,468	360,819
Caprice	3,115	4,164	2,820	8,530	144,903	174,872
Corvette	575	540	540	1,675	21,011	19,044
Total Chevrolet	18,140	27,053	18,164	64,097	932,135	1,090,923
Calais	1,680	3,176	1,692	6,742	75,155	96,640
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,910	1,533	0	5,134	71,608	26,126
Cutlass Supreme	4,048	3,607	3,894	15,985	95,499	119,495
Toronado	584	320	270	1,401	7,962	12,834
88 (fwd)	3,617	3,384	4,207	16,060	119,346	131,834
88 (rwd)	185	174	259	859	6,664	9,571
Olds 98	1,539	1,926	1,898	6,000	60,507	61,703
Total Oldsmobile	13,563	14,120	12,220	52,181	436,741	463,433
Sunbird	3,418	2,787	3,970	14,652	123,289	91,288
Grand Am	4,800	5,998	4,800	19,252	199,986	202,103
Firebird	1,290	1,507	1,239	5,037	48,190	52,720
Grand Prix	4,078	4,000	4,000	11,795	111,130	118,227
Pontiac 6000	1,485	2,278	0	4,395	66,962	76,797
Bonneville	1,796	2,983	1,792	7,708	78,806	100,019
Safari/Parisienne	0	107	0	0	2,691	6,548
Fiero	0	0	0	0	0	13,297
Total Pontiac	16,867	19,660	15,801	62,839	631,054	651,999
GENERAL MOTORS	65,730	85,218	61,621	247,481	2,637,801	2,814,469
DIAMOND-STAR	3,484	0	2,703	12,225	68,070	0
HONDA	7,460	7,925	7,087	27,702	306,596	306,997
Civic	3,214	2,617	3,400	13,714	113,657	90,689
Accord	4,246	5,308	3,687	13,988	192,939	216,308
MAZDA*	4,480	5,429	4,451	18,064	171,196	123,765
NISSAN	2,100	2,012	2,101	8,726	98,122	93,919
NUMMI	3,800	1,327	3,220	14,573	165,470	114,183
Corolla	1,700	1,327	1,420	6,372	67,353	43,613
Geo Prizm/Nova	2,100	0	1,800	8,201	98,117	70,567
TOYOTA	4,050	0	4,021	16,170	119,617	0
VOLKSWAGEN	0	0	0	0	0	0
Golf/GTI	0	0	0	0	0	0
Jetta	0	0	0	0	0	0
Total Cars, U.S.	146,971	162,323	143,495	581,768	5,788,528	5,859,584
Total Cars, Canada	26,306	22,463	23,436	83,704	807,749	882,726
U.S. & Canada Cars	173,277	184,786	166,931	567,331	6,596,277	6,742,310
U.S. & Canada Cars and Trucks	288,635	295,506	290,594	567,331	10,842,375	10,941,981

*Monthly estimates may contain error of one or two units due to rounding.
*Total includes the 1990 and 1991 models.

CANADIAN CAR	Week Ended Oct. 28, 1989	Week Ended Oct. 29, 1988	Week Ended Oct. 21, 1989	Oct. to Date	Jan. 1 to Oct. 28, 1989	Jan. 1 to Oct. 29, 1988
Premier	1,530	1,342	0	2,563	29,812	50,007
CHRYSLER MOTORS	1,530	1,342	0	2,563	29,812	50,007
Tempo	3,360	3,651	3,273	9,165	109,249	144,432
Topaz	1,440	1,645	1,415	3,944	46,486	56,821
Crown Victoria	2,659	2,758	2,332	9,584	98,382	106,717
Grand Marquis	3,101	2,904	2,743	10,692	106,584	108,503
FORD MOTOR CO. ..	10,560	10,958	9,763	33,385	360,701	416,473
Celebrity	968	601	841	2,843	19,422	17,562
Cutlass Ciera	1,778	3,546	1,505	5,244	102,493	190,084
Lumina	6,730	0	6,953	24,181	140,400	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,910	4,325	1,681	5,343	65,101	136,269
GENERAL MOTORS ..	11,386	8,472	10,980	37,611	327,416	373,605
HONDA	2,100	1,511	1,950	7,417	69,621	37,483
TOYOTA	550	0	563	2,044	13,505	0
VOLVO	180	180	180	684	6,694	5,158
Total Cars, Canada	26,306	22,463	23,436	83,704	807,749	882,726

U.S. TRUCK☆	Week Ended Oct. 28, 1989	Week Ended Oct. 29, 1988	Week Ended Oct. 21, 1989	Oct. to Date	Jan. 1 to Oct. 28, 1989	Jan. 1 to Oct. 29, 1988
Caravan	2,400	2,375	2,526	9,483	89,052	75,671
Dakota	1,900	2,423	1,370	3,270	77,496	90,076
Caravan C/V	50	257	128	367	5,612	10,312
Ram pickups	1,600	2,422	1,125	2,725	77,015	68,580
Total Dodge	5,950	7,477	5,149	15,845	249,175	244,639
Cherokee	0	4,596	4,256	12,430	179,091	154,201
Comanche	0	854	353	1,222	23,087	37,451
Grand Wagoneer ..	0	350	325	325	8,452	11,552
Wagoneer	0	232	171	532	6,674	9,113
Total Jeep	0	6,032	5,115	14,509	217,304	212,317
Voyager	2,300	2,133	2,418	9,112	83,340	70,511
Town & Country ..	25	0	40	128	2,989	0
Total C-P Div.	2,325	2,133	2,458	9,240	86,329	70,511
CHRYSLER MOTORS	8,275	15,642	12,722	39,594	552,808	523,921
Aerostar	4,239	3,475	4,020	16,318	186,358	174,110
Bronco	901	1,430	1,194	4,465	60,478	45,161
Bronco II	2,417	2,477	2,405	9,361	98,299	100,361
Econoline	3,098	5,600	4,210	15,712	185,046	201,413
Mediums/Heavies ..	0	1,310	1,233	2,514	48,561	54,799
Light trucks	10,548	10,895	11,063	42,129	437,894	409,567
Ranger	4,343	4,629	6,466	23,309	260,068	271,682
Total Ford Div.	25,546	29,816	30,581	113,808	1,274,704	1,257,093
FORD MOTOR CO. ..	25,546	29,816	30,581	113,808	1,274,704	1,257,093
Astro	2,928	3,486	3,007	11,842	135,968	147,593
Blazer	407	529	0	1,015	22,511	22,014
Mediums/Heavies ..	191	354	300	1,088	5,930	16,815
P-Model	0	970	782	1,540	25,196	34,843
Pickups	7,887	9,319	7,933	30,911	337,434	302,638
S-10	4,403	6,618	370	5,513	201,195	254,913
S-10 Blazer	3,405	4,170	1,223	4,628	147,481	141,288
Sportsvan/Van	1,787	2,135	1,883	7,308	80,647	80,534
Suburban	968	1,535	0	2,564	62,146	58,833
Total Chevrolet	21,976	29,116	15,498	66,409	1,018,512	1,059,471
Jimmy	296	158	0	388	7,017	6,452
Mediums/Heavies ..	369	608	520	1,810	10,460	30,583
P-Model	0	67	105	199	3,401	4,529
Pickups	2,353	2,700	2,090	8,636	101,878	92,682
S-15	1,984	1,586	0	1,984	50,552	57,857
S-15 Jimmy	1,371	1,057	823	2,194	43,131	39,880
Safari	832	1,010	819	3,281	36,608	37,861
Suburban	1,137	512	0	1,639	26,383	26,217
Vandura/Rally Vans	673	783	594	2,532	24,715	28,658
Total GMC	9,015	8,481	4,951	22,663	304,145	324,699
GENERAL MOTORS ..	30,991	37,597	20,449	89,072	1,322,657	1,384,170
NAVISTAR	1,490	1,772	1,504	5,940	67,161	72,196
NISSAN	2,608	1,762	2,344	9,208	100,456	76,800
AM GENERAL*	450	450	450	1,800	18,990	19,260
MISCELLANEOUS* ..	3,000	2,300	3,000	12,000	120,600	98,440
Total Trucks, U.S.	72,360	89,339	71,050	271,422	3,457,376	3,431,887

CANADIAN TRUCK	Week Ended Oct. 28, 1989	Week Ended Oct. 29, 1988	Week Ended Oct. 21, 1989	Oct. to Date	Jan. 1 to Oct. 28, 1989	Jan. 1 to Oct. 29, 1988
Caravan	3,288	3,170	3,208	12,128	121,253	117,115
Caravan C/V	132	165	101	404	8,761	10,337
Ram Wagon	500	747	515	1,945	21,789	21,770
Ram Van	1,850	2,171	1,875	7,111	60,903	59,836
Total Dodge	5,770	6,253	5,699	21,588	212,706	209,258
Voyager	2,724	2,906	2,736	10,065	104,587	106,080
Total Plymouth	2,724	2,906	2,736	10,065	104,587	106,080
Wrangler	1,460	1,307	1,240	2,700	64,973	42,333
Total Jeep	1,460	1,307	1,240	2,700	64,973	42,333
CHRYSLER MOTORS	9,954	10,466	9,675	34,353	382,266	357,671
FORD MTR. (lt. trks.)	3,648	3,442	3,500	12,917	130,673	134,593
Light trucks	3,488	3,388	3,680	13,594	133,937	128,127
Vans	1,355	1,403	1,167	5,163	49,308	49,431
Total Chevrolet	4,843	4,791	4,847	18,757	183,245	177,558
Light trucks	1,758	1,860	1,652	6,169	60,337	63,557
Vans	595	640	738	2,074	22,850	24,751
Total GMC	2,353	2,500	2,390	8,243	83,187	89,308
GENERAL MOTORS ..	7,196	7,291	7,237	27,000	266,432	265,886
NAVISTAR	200	272	201	719	9,351	9,854
Total Trks., Canada	20,998	21,471	20,613	74,989	788,722	767,784

U.S., Canada Trks.	93,358	110,810	91,663	346,411	4,246,098	4,199,671
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☆ Includes window van production. * Estimated.

Jeep includes commercial only. AM General includes government-developed vehicles.

Miscellaneous includes conversions for Mack, Volvo-Vaux, Renault, Peugeot, Fiat, Mercedes-Benz, etc.

Monthly estimates may contain error of one or two units due to rounding.